

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisement to publish in “Lawyer”, a Telugu Weekly Magazine, in the months of June 2008 to October 2008 issues, through M/s. Touchstone Advertising (P) Limited – Publication Charges – Amount Sanction of Rs. 1,25,000/- - Orders - Issued

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 200

Dated: 28 -02-2008

Read the following:

- 1 Govt. Lr.No.30336/PMU/PRO/2007, YAT&C (PMU) Department. dt. 25.10.2007
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O..Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 R.O.No.251/Display-PP/Advt.I—2/2007-08-2, Dt.20.11.2007, I&PR Department.
- 6 June 08, Bill No. TAPL/110/2008-09, dt. 30.06.2008, July 08, Bill No.TAPL/152/2008-09, dt.21.07.2008, Aug 08, Bill No.TAPL/210/2008-09, dt.30.08.2008 & Sept 08, Bill No. TAPL/248/2008-09, dt.29-09-2008, Oct 08, Bill No. TAPL/272/2008-09 of M/s. Touchstone Advertising (P). Ltd., Hyderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in June 2008 - October 2008 issues of “**Lawyer**” a Telugu Weekly Magazine for PATA Mart 2008 publicity, through M/s. Touchstone Advertising (P) Ltd., which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted bills amounting to Rs.1,25,000/- vide letter 6th read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) towards publication of the advertisement in “Lawyer” a Telugu Weekly Magazine.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (15) – PATA Conference – 500 – Other Charges – 503 – Other Expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Touchstone Advertising (P) Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To,
M/s. Touchstone Advertising (P) Ltd., Hyderabad
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad
Copy to:
The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER